

**REPORT OUTLINE FOR THE
EDUCATION, OUTREACH & PUBLIC RELATIONS COMMITTEE**
(Presented Aug. 18, 2003)

1. Purpose of the Committee

The committee will make recommendations in terms of education, conservation or public relations initiatives for the water allocation program. The committee will also coordinate and disseminate information to legislators, water users and the public in an appropriate form.

2. Development of Mission, Goals and Outcomes

A. Mission Statement

Carry out an education, outreach and public relations program promoting long-range conservation and use of the water resources of the state. Pay particular attention to the needs of local municipalities, water supply districts, and constituencies most likely to be affected by a water allocation program.

B. Short Term Goals

1. Develop an introduction piece
2. Obtain a public relations professional to prepare a media strategy
3. Determine to whom, and how, to disseminate information
4. Conduct research regarding education programs in other states
5. Package goals and objectives of all WAPAC committees to educate legislators, water users, and the public about the water allocation program

C. Long Term Goals

1. A public relations and outreach strategy for the allocation program effort
2. A recommended conservation education strategy
3. Prepare grants to implement a media strategy
4. Interface with the Joint Advocacy & Funding Committee
5. Liaison with the Governor's Office and the RI General Assembly regarding education objectives and priorities
6. Establish conservation programs regarding efficient use of water, ideally timed with Earth Day (April) or Water Week (May) in successive years
*Ex: discounted rain barrels, rain gauges, automatic sprinkler sensors and/or work with vendors regarding price incentives for water efficient fixtures and appliances.
7. In addition to public presentations, continue to use list serves, linked web pages and other media to keep the public informed

D. Outcomes

1. The introduction piece was circulated via various list serves (short versions appeared in DOA-Statewide Planning's E-Newsletter, RI CRMC's newsletter and in the Providence Journal)
2. WAPAC member organizations were asked to link to the web page
3. A list of potential grants for WAPAC committees to pursue was distributed
4. A grant for an issue of URI-CRC's *The WaterFront* magazine was prepared
5. A presentation was given to the State Conservation Commission
6. A program for rollout of rain barrels in RI was formulated
7. An oral report on education programs in other states was given
8. A matrix of education messages was prepared
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